

the ACTION reporter

ACTION, Inc. is the national, private organization for the creation and maintenance of a good environment in our nation's cities.

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Boston Meeting To Probe \$\$ of City Rebuilding

Speakers have been announced for ACTION's Boston meeting on April 14th when that city will serve as a Hub of financing information for other cities interested in private and public improvements.

The meeting will explore a program being carried out by one local group (the Greater Boston Economic Study Committee) that may be adaptable by other local committees all over the nation.

Boston was selected as a case example for the meeting on "Adequate Financing for Private and Public Improvements in the American City" because of the advanced techniques and new thinking being applied to the problems of financing.

ACTION directors and their civic leader and businessmen guests will hear a discussion on "The Cost of Urban Renewal and Development and The Problem of Inflation" by ACTION vice president Martin Meyerson, Gustave G. Amsterdam, and Walter Headley, Jr. Mr. Meyerson is director of the Joint Center for Urban Studies of MIT and Harvard University. Mr. Amsterdam is chairman and president of the Bankers Securities Corp. of Philadelphia, and Mr. Headley is treasurer of the Armstrong Cork Co. Presiding at this morning session will be ACTION board chairman Ray W. Johnson.

Business Study Group

Speaking for the Greater Boston Economic Study Committee (GBESC) will be Paul F. Clark, GBESC chairman and chairman of the board of the John Hancock Mutual Life Insurance Company, GBESC director of research Gregory Wolfe, and ACTION director Joseph W. Land, who is a GBESC member, executive vice president of R. M. Bradley and Co. and chairman of the Boston Redevelopment Authority. Mayor John F. Collins of Boston will also speak. Host to the luncheon session will be the GBESC.

The Boston group is an associate of the Committee for Economic Development which, under its Area Development Committee, is preparing a model economic base study for use by local groups. At an afternoon session, Jervis L. Robb, chairman of that committee, and John H. Nixon, director of the CED's Area De-



(Photo courtesy Standard Oil Co. of N.J.)

NEXT STOP: TRAFFIC—Following its Boston meeting, ACTION plans a June conference in San Francisco to delve into the complex subject of providing efficient urban transportation for people and goods. This will round out ACTION's series of meetings on its four major objectives for the American City—good housing in good neighborhoods, vigorous centers of commerce and culture, adequate financing for public and private improvements, and efficient urban transportation.

vopement Division, will explain the model. ACTION director Robert C. Weaver, consultant of the Ford Foundation, will preside.

Following the explanation of the model, Mr. Wolfe of the GBESC and representatives of area development programs from other cities will question the CED speakers on the use of the model in local communities. Questioners will include: Edgar M. Hoover, director of the economic study of the Pittsburgh region for the Pittsburgh Regional Planning Association, and ACTION directors Robert H. Levi and Raymond Reisman. Mr. Levi

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San Jose's Businessmen Put Up Half The Cost of Master Plan For The Downtown Core

San Jose, California—The redevelopment of this city's downtown is off to an excellent start, thanks to a pocketbook partnership between city and private interests.

Last spring the two joined forces to hire two downtown planning firms to make a South Bay Regional Economic Study and to develop a Downtown Master Plan. Forward San Jose, Inc. (composed of local property owners and merchant leaders) put up one-fourth of the cost; the Retail Merchants Association another fourth, and the city, one-half.

Now the first phase of the master planning for the city's central core area is completed, forecasting tremendous growth in the San Jose area during the next 25 years. Some changes expected: The San Jose trade area population should jump from 463,000 to 1,130,000, the county population from 646,000 to 1,450,000. . . . Annual downtown sales volume should rise from \$105,000,000 to between \$271,000,000 and \$304,000,000. . . . Downtown office employment should rise from 4,600 to 16,000 persons. . . . Downtown dwelling units will increase from 4,937 to 9,100. . . . Increase in parking demand from 12,400 spaces to 31,000 spaces.

The consultants point out that the projections will be realized only if an effective program of public and private improvements is started at once. They use the downtown as having a choice of becoming just one of several sub-regional commercial developments in the area or becoming "the focal point of the South Bay."

The second phase of the project is the preparation of a physical plan for the central business district.

For more information, write to Olney G. Smith, executive director, Redevelopment Agency, Room 423, City Hall, San Jose.

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29 Demonstration Grants Projects Test Techniques For City Renewal

Demonstration Grants provided in the Housing Act of 1954 for developing, testing and describing techniques of slum prevention and elimination have now been approved for 29 different projects and studies in 18 cities, three states and one territory.

The grants are made by the Federal Housing and Home Finance Agency to "public bodies." This body can be a state, county, municipality or other political subdivision, authority or agency which is a legal public entity.

Purpose of the grants: to develop techniques and methods to produce test results and demonstrate materials or methods which can be integrated with the entire renewal program.

Among the completed reports published thus far which Demonstration Grant officials believe would be of particular interest to ACTION Reporter readers are:

Boston, Mass.: "Community Organization for Citizen Participation in Urban Renewal," a 238-page report tells the reader the ways of administrators and volunteer leaders in citizen participation in urban renewal at city-wide and neighborhood levels. Actual experiences and many recommendations are presented.

Some of the material covered includes varieties of citizen participation, neighborhood associations and district councils in action, city-wide participation, participation timing and structure, community social structure and citizen participation and some sociological factors involved in the amount, kind and location of leisure-time community facilities needed in rehabilitation.

Copies of the report are available from the Massachusetts Department of Commerce, 334 Boylston Street, Boston 16. The supply is severely limited.

Providence, R.I.: A 312-page report on a study begun in April, 1957, developing a program for the renewal of an area where historic structures are to be restored and preserved.

Copies are available from the City Plan Commission, City Hall, Providence.

Dyersburg, Tenn.: A report on organizing community participation in urban renewal in a small city. Titled "Citizen Participation in Urban Renewal," the report studies the role of existing civic groups, creating community awareness, educating effects of self-surveys, the use of experience from outside the community, utilizing citizen abilities and working with the city government. Replicas of signs and brochures used are included.

Copies are available from the Tennessee State Planning Commission, C1-121

Corbitt Hall Building, Nashville 3, Tennessee. The supply is limited.

There are some half dozen other reports which have been completed but not published as yet, plus some eight additional reports already published but not listed here because of their limited interest to ACTION Reporter readers. There are also some eight additional projects which have been approved as ideas but on which details have not as yet been worked out.

For full information on any aspect of the Demonstration Grants Program write to Lester M. Hadad, director, Demonstration Program Branch, Urban Renewal Administration, Washington 25, D.C.

YOU and your NEIGHBORHOOD



How to make your neighborhood a better place to raise your family

Newark, New Jersey: "You and Your Neighborhood," the ACTION booklet which has enjoyed a national circulation of more than 100,000, will be used here to help recruit neighborhood support for city improvements. Sponsoring distribution in Newark is the Newark Commission for Neighborhood Conservation and Rehabilitation which purchased 5,000 copies. ACTION has shipped quantities of the booklet to business organizations, citizens' groups, labor and industrial groups and civic clubs which have used the booklet to foster neighborhood-improvement action in their cities. Space is provided on the back cover for a name imprint by the purchasing group. Single copies are 15¢; 2-100 copies 10¢ each; and 101-1,000 7¢ each, plus shipping costs. Write to ACTION, 2 West 46th Street, New York 36. Put the booklet to work in your city!

What really happens to property values and neighborhood standards when minority group members move in?

The Commission on Human Relations in Philadelphia conducted a survey in 1958 in eight different areas of the city where racial change had taken place.

The survey showed that "property standards in areas where Negro families had moved in recent years has not declined. In some instances, the property values and neighborhood conditions had improved. For the most part, property values remained stable, particularly in those areas where residents had organized to prevent panic selling."

For more information, write to Commission on Human Relations, City of Philadelphia, 800 Commercial Trust Building, Philadelphia 2, Pennsylvania.

Pittsburgh's Relocation Project Called Success

Pittsburgh, Pennsylvania:—Spring Hill Gardens, Pittsburgh's North Side apartments which are the second Section 221 moderate rental housing development in the nation, are a successful operation, according to the sponsors.

(Under Section 221, the FHA insures mortgages on privately financed low-cost housing for families displaced through urban renewal.)

ACTION board member J. Stanley Parnell, chairman of the board of ACTION-Housing Inc., is president of the non-profit Spring Hill Gardens Corporation which was formed by ACTION-Housing Inc. to sponsor the development.

In a report he states that the 209-unit development is now approximately 70 per cent rented and that door-to-door canvassing has revealed a high degree of tenant approval of the apartments.

"We believe," says Mr. Parnell, "that we have shown that modern apartments can be made available to the long-forgotten \$4,000 to \$7,000 families, and at the same time have added to the housing supply available for relocation. This has been done by a private corporation and private financing. We hope that ways can be made available for the local housing industry to move into this market."

Representatives of ACTION-Housing met earlier with the Mayor's Commission on Human Relations and with leaders of the neighborhood. The meetings led to the establishment of the Spring Hill Representatives Committee, a full-fledged community organization.

For more information, write to ACTION-Housing Inc., No. 1 Gateway Center, Pittsburgh 22, Pennsylvania.

Two-Week M.I.T. Course Reviews City Planning

Citizen organization leaders who lack formal professional training or advanced professional experience in comprehensive planning will be interested in a two-week special summer program to be held at the Massachusetts Institute of Technology July 18 through July 29.

The program in City and Regional Planning includes a comprehensive review of the principles of city and regional planning and of the administration of planning programs.

It is of special interest to persons directly concerned with metropolitan planning or planning for rapidly developing areas, including professionals and others with a strong interest in the relationships of basic land uses and circulation.

More and more citizen organizations are employing professional personnel and the lay people in the field are performing jobs requiring an increased knowledge of city planning. The program is geared especially for such individuals.

Seminar leadership will be faculty members of the MIT department of city and regional planning and guest speakers. Tuition is \$225. For more information write to Roland B. Greeley, associate professor of regional planning, MIT, Cambridge, Mass.

Community Leadership Summer Session Topic

An experimental laboratory in community leadership training will be offered this summer at Gould Academy, Bethel, Me., to help the volunteer layman and the professional who are struggling to handle community problems more effectively.

Conducted by the National Training Laboratories of the National Education Association, the two week "lab" will help clarify community action (or barriers to action), organizational effectiveness, group behavior, intergroup conflict and cooperation, and the nature of leadership, power and authority.

It will be conducted June 26 through July 8. Enrollment is limited to sixty persons with acceptance priority given to teams of three or more persons from the same community. According to the sponsors, selection criteria include responsibilities and opportunities for community leadership, occupation, geographic area and potential importance of training to the participant and his town. Tuition is \$150, room and board, \$100 for a total of \$250.

Dr. William G. Carr, executive secretary of the National Education Association, is an ACTION director.

For more information write to National Training Laboratories, 1201 Sixteenth Street, N.W., Washington 6, D.C.

Certificate Aids Renewal



Richmond, California—An 8" x 10" piece of paper plays an important part in this city's efforts to improve itself.

The paper is a certificate of commendation signed by the Mayor and the chairman of the Citizens' Urban Renewal Advisory Committee which goes to individual homeowners and businesses which have improved their properties. Initial selection of recipients is made by a recommendation of the Urban Renewal Advisory Committee. Since the program is a new one, only five certificates have been issued—four to businesses and one to an individual homeowner.

Says City Manager Edwin S. Howell: "Our Housing Code is relatively new, and we have tried to establish a policy of being selective with respect to issuance of these certificates so that they would be something worth achieving. . . . Based on our limited experience today, we feel that these certificates will help us with code compliance. By the use of these certificates, we have tried to reflect a positive approach to the improvement of property rather than the negative or mere code compliance approach."

Certificates issued thus far have been given to those who improve their property on a single effort basis. A second certificate—one that will play an important role in Richmond's planned area inspection program—will go to those homeowners who, by cooperating with their neighbors, participate in a joint effort to improve the neighborhood.

For more information, write to Mr. Howell, Office of City Manager, Richmond, California.

MEETING—Continued

is vice president of the National Capital Downtown Committee and Mr. Rebusan is president of the Urban Progress Association in Little Rock, Arkansas.

ACTION will hold meetings of its research and educational program committees and a board of directors meeting. General sessions will be held in the John Hancock Mutual Life Insurance Company building.

Chicago Realtors Sponsor Better Neighborhood Contest

Chicago, Illinois—A total of \$20,000 in prize money, contributed by Realtors, was distributed last year to the organized residents of winning blocks and communities which took part in the Chicago Real Estate Board's "Better Neighborhood Crusade." The board believes the program is an exportable one and welcomes inquiries regarding its operation from individuals or real estate boards in other cities.

Some 200 blocks and nine separate communities throughout the city were represented in the competition which was held in connection with the Real Estate Board's 75th anniversary. The program was two years in the planning.

Each block group developed and executed local improvement programs independently financed. Prize money is being used for further neighborhood improvement. Some of the projects undertaken covered a wide range of activity—painting, repairing, rewiring, new plumbing facilities, redecorating and plastering. First community grand prize went to the area known as "Back of the Yards," which had more than 160 blocks enrolled.

To commemorate the project, one Real Estate Board member printed a special Christmas brochure describing the competition, with handsome line drawings of winning blocks.

For further information, write to Mr. Jack Kleeman, Chicago Real Estate Board, 105 West Madison Street, Chicago 2.

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Reading for renewal

A three-year investigation by the **Commission on Race and Housing**, an organization of distinguished private citizens, has resulted in a series of five books "to offer scientific evidence in an area of national controversy." According to the University of California Press, publisher of the books, the Commission's investigation was financed by a \$305,000 grant from the Fund for the Republic. Heading the research staff is Dr. Davis McEntire, professor of social welfare at the University of California. Three are now out.

First to be published is **"Property Values and Race"** by Luigi Laurenti who took five years covering a nine-year period of 10,000 real estate transactions in the San Francisco Bay Area and Philadelphia, with supporting evidence from other studies in Chicago, Kansas City, Detroit and Portland. His basic facts show: 41 per cent of neighborhoods entered by snowbirds showed no significant change in prices, 44 per cent showed a comparative rise between five and 26 per cent of price, and only 15 per cent showed a comparative decline.

"Privately Developed Interracial Housing" by Einaric and George Orler (who spent several years studying a variety of interracial projects in 21 cities and metropolitan areas) studies the successes and problems of housing designed for initial snowbird-white occupancy.

"Studies in Housing and Minority Groups," co-edited by Nathan Glazer and Dr. McEntire, examines the special problems of Japanese-Americans in the San Francisco Bay Area, of Negroes in Flor-

ida, New Orleans and Detroit, of minorities in Texas, and of the Puerto Ricans.

(Each volume retails for \$6. If not available at your bookstore, write to the University of California Press, Berkeley 4, California.)

"A Citizen's Guide to Rezoning" tells in forty pages and layman's language the reasons why New York City needs a new zoning law. Included in the handy booklet: a history of the city's zoning, a glossary and the recommendations made by consultants hired by the city to study its zoning problems.

(Single copies 50¢, from the Citizen's Housing and Planning Council of New York, 29 West 40th Street, New York 18.)

Grand Rapids, Michigan, has reached the point in planning a program of rejuvenation for its downtown where it can benefit from comments and suggestions of the citizens. To stimulate citizen appraisal of the downtown, the Downtown Development Committee has published a brochure titled **"CED, Grand Rapids,"** which discusses functions, physical barriers, land use patterns, building conditions and values and which explores some possible approaches.

(A limited supply is available. For a free single copy, write to Keith M. Hovey, planning director, City Planning Commission, 401 City Hall, Grand Rapids, Michigan.)

The Regional Plan Association, Inc., and the Metropolitan Regional Council have conducted a joint study, **the Park Recreation and Open Space Project**, and now one of four projected publications is ready for use.

"The Law of Open Space" brings together all aspects of the law bearing on parks and other open space. It catalogues existing legal devices to preserve some green space, analyzes development rights acquisition and public land reserve and presents new challenges.

(Single copies \$3.50, price with ten orders or more \$2.50, from the Regional Plan Association, 230 West 41st Street, New York 36.)

A **"Downtown Promenade"** opened in Knoxville last month, featuring a moving sidewalk which brings shoppers up from a parking area (new) to a 600 ft-long promenade. Twelve retail stores involved redesigned the backs of their buildings to bring show windows and "Main Street" displays to the promenade.

(A folder, **"Businessmen's dreams DO come true,"** is available from the Downtown Knoxville Association, Inc., 202 Mercantile Building, Knoxville.)

"Land Use Planning," a casebook on the use, misuse and reuse of urban land, by Charles M. Haar. Mr. Haar is also author of **Federal Government Credit and Private Housing: The Mass Financing Dilemma**, an ACTION book, soon to be released, in its Series in Housing and Community Development.

(\$10 from Little Brown & Co., 60 East 42nd Street, New York.)

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